

# 2016 POLITICAL FALL SPENDING

## ETHI-POLITICAL ISSUE-SENATE MAJORITY PAC

CONTRACT NUMBER	DATES OF CONTRACT	# OF SPOTS	GROSS OWED	TOTAL (15%) COMMISSION	NET COST	PROD. COSTS	NET OWED	NET RECEIVED	DIFF IN TOTALS	CHECK #
932530	9/15-9/19	9	\$ 810.00	\$ 121.50	\$ 688.50		\$ 688.50	\$ 688.50		payment sent to hub
932648	9/20-9/26	12	\$ 2,410.00	\$ 361.50	\$ 2,048.50		\$ 2,048.50	\$ 2,048.50		payment sent to hub
933917	9/20-9/27	12	\$960	\$ 144.00	\$ 816.00		\$ 816.00	\$ 816.00		payment sent to hub
944361	9/28-10/3	10	\$ 3,800.00	\$ 570.00	\$ 3,230.00		\$ 3,230.00	\$ 3,230.00		payment sent to hub
944382	10/4-10/10	12	\$ 4,630.00	\$ 694.50	\$ 3,935.50		\$ 3,935.50	\$ 3,935.50		payment sent to hub
951646	10/11-10/17	11	\$ 8,020.00	\$ 1,203.00	\$ 6,817.00		\$ 6,817.00	\$ 6,817.00		payment sent to hub
956061	10/20-10/24	3	\$ 2,560.00	\$ 384.00	\$ 2,176.00		\$ 2,176.00	\$ 2,176.00		payment sent to hub
956762	10/25-10/31	5	\$ 5,760.00	\$ 864.00	\$ 4,896.00		\$ 4,896.00	\$ 4,896.00		payment sent to hub

**CONTRACT**

**ETHI**  
**800 Ohio Street**  
**Terre Haute, IN 47807**  
**(812) 232-9481**

And:

**Waterfront Strategies**  
**3050 K Street Northwest**  
**Washington, DC 20007**  
**USA**

<u>Contract / Revision</u> 956762 /		<u>Alt Order #</u> 25333245
<u>Product</u> Issue		
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Estimate #</u> 5734
<u>Advertiser</u> POL/Senate Majority PAC		<u>Original Date / Revision</u> 10/20/16 / 10/20/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> ETHI	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u> 9914573	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	ETHI	10/25/16	10/28/16	M-F 12p-1p	M-F 12p-1p		:30				NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--	1			\$160.00					
N 2	ETHI	10/27/16	10/27/16	News 10 on Fox	10p-1030p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---T---	1			\$1,200.00					
N 3	ETHI	10/30/16	10/30/16	News 10 on Fox Su	10p-1030p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S	1			\$1,200.00					
N 4	ETHI	10/27/16	10/27/16	Thursday Hour 1	8p-9p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---T---	1			\$2,000.00					
N 5	ETHI	10/31/16	10/31/16	Monday Hour 1	8p-9p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----	1			\$1,200.00					
<b>Totals</b>								<b>0.00</b>				<b>5</b>	<b>\$5,760.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	4	\$4,560.00	(\$684.00)	\$3,876.00
10/31/16 - 10/31/16	1	\$1,200.00	(\$180.00)	\$1,020.00
<b>Totals</b>	<b>5</b>	<b>\$5,760.00</b>	<b>(\$864.00)</b>	<b>\$4,896.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

956762



125 West 55th St  
New York, NY 10019

**Contract #** 25333245 **Changes as of:** 10/19/2016 at 5:49 PM **Version:** Highlighting Revision 1

**CPE:** 163/173/5734 **Flight:** 10/25/16 - 10/31/16 **Station:** ETHI **Total \$:** \$5,760.00

**Agency:** WATERFRONT STRATEGIE **Advertiser:** Senate Majority PAC **Market:** Terre Haute **Total Spots:** 5

3050 K ST NW #100 **Product:** Issue **Office:** WASHINGTON **Total CPP:** \$0.00

Washington, DC 20007 **Agency Order #:** 5494222 **Buyer:** Furman, Mike **Primary Demo:** Adults 35+ **Total GRP:**

**Salesperson:** BEN WILMETH **Con Type:** POLITICAL/NOTE **Assistant:** BEN WILMETH **Separation:**

202-872-5880

**Comments:** revised order,  
In 2, 1x na.  
mg by lns 5-6.nciot

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
							10/25	10/25				
1	Tu-F M 12n-1p		Maury	\$160.00	0	30	1		1	\$160.00	\$0.00	0.0
REV-2	W 9p-10p		Empire-FOX	\$3,200.00	0	30	1	0	0	\$0.00	\$0.00	0.0
3	Tu-F M 10p-10:30p		News 10 On FOX <i>Thursday</i>	\$1,200.00	0	30	1		1	\$1,200.00	\$0.00	0.0
4	Su 10p-10:30p		News 10 On FOX	\$1,200.00	0	30	1		1	\$1,200.00	\$0.00	0.0
REV+ 5	Th 8p-10p		Rosewood	\$2,000.00	0.0	30	0	1	1	\$2,000.00	\$0.00	0.0
REV+ 6	M 8p-9p		Gotham	\$1,200.00	0.0	30	0	1	1	\$1,200.00	\$0.00	0.0
<b>TOTALS:</b>							5		5	\$5,760.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25333245	<b>Changes as of:</b> 10/19/2016 at 5:49 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 163/173/5734	<b>Flight:</b> 10/25/16 - 10/31/16	<b>Total \$:</b> \$5,760.00
<b>Agency:</b> WATERFRONT STRATEGIE	<b>Advertiser:</b> Senate Majority PAC	<b>Total Spots:</b> 5
3050 K ST NW #100 Washington, DC 20007	<b>Product:</b> Issue	<b>Office:</b> WASHINGTON
	<b>Agency Order #:</b> 5494222	<b>Primary Demo:</b> Adults 35+
	<b>Buyer:</b> Furman, Mike	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> BEN WILMETH	<b>Assistant:</b> BEN WILMETH
	202-872-5880	202-872-5880
		<b>Separation:</b>

## Special Instructions

## Order Level Comments

Date/Time	Added by	Comment
10/19/16 5:49 PM	CAROL YN ALLAIRE	In 2, 1x na.
10/19/16 4:02 PM	System	mg by lns 5-6.nciot
10/19/16 4:01 PM	Tammy Terry	Notice Received.
ben - spot on line 2 n/a due to world series - can offer m/g of 1 spot thurs 10-27 8-10p at \$2000, and 1 spot mon 10/31 8-10p at \$1200. please advise. thanks - tammy		

## Competitive Information

Market Budget:	\$82,286
ETHI Share:	7%
Comment:	
WAWV:	5%
WTHI:	71%
WTWO:	17%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$5,760.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>5</b>	<b>\$5,760.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	5	\$5,760.00
<b>Total</b>	<b>5</b>	<b>\$5,760.00</b>

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/19/16 5:49 PM	CAROL YN ALLAIRE	Revised	1		\$0	\$0	Changes: Demo Meia to [R16], User Entered \$ from \$0.00 to \$5,760.00, Total Spots from 4 to 5, Competitive Market Budget from \$36,571 to \$82,286, Comments from to revised order.
Makegood 1	10/19/16 4:01 PM	Tammy Terry	Confirmed			\$0	\$0	In 2, 1x na.
New	10/18/16 6:09 PM	BEN WILMETH	Confirmed	4		\$5,760.00	\$5,760.00	mg by lns 5-6.nciot. 3 buylines added or modified.

## Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25333245	<b>Changes as of:</b> 10/19/2016 at 4:01 PM	<b>Version:</b> Highlighting Makegood 1	
<b>CPE:</b> 163/173/5734	<b>Flight:</b> 10/25/16 - 10/31/16	<b>Station:</b> ETHI	<b>Total \$:</b> \$5,760.00
<b>Agency:</b> WATERFRONT STRATEGIE	<b>Advertiser:</b> Senate Majority PAC	<b>Market:</b> Terre Haute	<b>Total Spots:</b> 4
3050 K ST NW #100 Washington, DC 20007	<b>Product:</b> Issue	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00
<b>Agency Order #:</b> 5494222	<b>Buyer:</b> Furman, Mike	<b>Con Type:</b> POLITICAL/VOTE	<b>Total GRP:</b>
<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Assistant:</b> BEN WILMETH 202-872-5880	<b>Separation:</b>	

#### Station Comment

ben - spot on line 2 n/a due to world series - can offer m/g of 1 spot thurs 10-27 8-10p at \$2000, and 1 spot mon 10/31 8-10p at \$1200. please advise. thanks - tammy



**KATZ** TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25333245

Changes as of: 10/18/2016 at 6:09 PM

Version: Original Order

CPE: 163/173/5734

Flight: 10/25/16 - 10/31/16

Total \$: \$5,760.00

Agency: WATERFRONT  
STRATEGIE

Advertiser: Senate Majority PAC

Station: ETHI  
Market: Terre Haute

Total Spots: 4

3050 K ST NW #100  
Washington, DC 20007

Product: Issue  
Agency Order #: 5494222

Office: WASHINGTON  
Primary Demo:

Total CPP: \$0.00  
Total GRP:

Buyer: Furman, Mike  
Salesperson: BEN WILMETH  
202-872-5680

Con Type: POLITICAL/NOTE  
Assistant: BEN WILMETH  
202-872-5680

Separation:

#	Day/Time	DP	Program	Rate	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
						10/25					
1	Tu-F,M 12n-1p		Maury	\$160.00	30	1		1	\$160.00	\$0.00	0.0
2	W 9p-10p		Empire-FOX	\$3,200.00	30	1		1	\$3,200.00	\$0.00	0.0
3	Tu-F,M 10p-10:30p		News 10 On FOX	\$1,200.00	30	1		1	\$1,200.00	\$0.00	0.0
4	Su 10p-10:30p		News 10 On FOX	\$1,200.00	30	1		1	\$1,200.00	\$0.00	0.0
TOTALS: 4						4		4	\$5,760.00	\$0.00	0.0

10-19-16

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mike Furman  
do hereby request station time concerning the following issue:

<u>Senate Majority PAC</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

This broadcast time will be used by: Senate Majority PAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ **Yes** ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Even Bayh Todd Young	US Senate Indiana	General Election 11/9/16
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I represent that the payment for the above described broadcast time has been furnished by (name and address):

Senate Majority PAC 700 15th Street NW Suite 600 Washington, DC 20005
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and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Rebecca Lankford, Treasurer Susan McClure, President	Jo Peersch, Secretary
---	-----------------------

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

8/10/12                      Mr. R                      202-338-8700  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected  
[Signature]                      Mich Telesyn                      GM  
Signature                                      Printed Name                                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.